

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

Great American Media/ POL
1010 Wisconsin Ave. NW, Ste. 800
Washington, DC 20007

<u>Contract / Revision</u> 686496 /		<u>Alt Order #</u> 06158776
<u>Product</u> DCCC		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 1208
<u>Advertiser</u> Iss/ DCCC		<u>Original Date / Revision</u> 09/10/12 / 09/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Kristin Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 14
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	KSDK	10/23/12	10/29/12	5-6a	5-6A		:30				NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$675.00	0.00			
2	KSDK	10/23/12	10/29/12	6-7a	6-7A		:30				NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$1,350.00	0.00			
3	KSDK	10/23/12	10/29/12	NBC Today 7-9A	7-9A		:30				NM	4	\$4,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				4	\$1,235.00	0.00			
4	KSDK	10/27/12	10/27/12	Sat 6-7A	6-7A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$550.00	0.00			
5	KSDK	10/27/12	10/27/12	NBC Today Show (Sa)	7-9A		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,125.00	0.00			
6	KSDK	10/28/12	10/28/12	NBC Today Show (Su)	7-8A		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,125.00	0.00			
7	KSDK	10/23/12	10/29/12	Early Morning (M-Su)	M-F 4-9a/SS 4-10a		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--S				2	\$50.00	0.00			
8	KSDK	10/23/12	10/29/12	NBC Today Show II 9-10A	9-10A		:30				NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$850.00	0.00			
9	KSDK	10/23/12	10/29/12	News at 10am	10-11A		:30				NM	2	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$560.00	0.00			
10	KSDK	10/23/12	10/29/12	Today Show III	11A-12P		:30				NM	2	\$1,230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$615.00	0.00			
11	KSDK	10/23/12	10/29/12	Noon News	12-1230p		:30				NM	2	\$1,580.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$790.00	0.00			
12	KSDK	10/23/12	10/29/12	Show Me St. Louis	1230-1p		:30				NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$675.00	0.00			
13	KSDK	10/27/12	10/27/12	Sat 9-10a	9-10A		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,125.00	0.00			
14	KSDK	10/28/12	10/28/12	Sun 9-10a	9-10A		:30				NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,010.00	0.00			
15	KSDK	10/28/12	10/28/12	Rams Weekly	Sun 10-10:30/ Su 1		:30				NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$560.00	0.00			
16	KSDK	10/23/12	10/29/12	Ellen	3-4p		:30				NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$850.00	0.00			
17	KSDK	10/23/12	10/29/12	Jeopardy	430-5p		:30				NM	3	\$3,705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$1,235.00	0.00			
18	KSDK	10/23/12	10/29/12	News 5 at Four	4-430P		:30				NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$1,125.00	0.00			
19	KSDK	10/23/12	10/29/12	News Channel 5 at 5P	5-530P		:30				NM	3	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$2,800.00	0.00			
20	KSDK	10/23/12	10/29/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$4,000.00	0.00			
21	KSDK	10/23/12	10/29/12	News Channel 5 at 6P	6-630P		:30				NM	2	\$6,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$3,025.00	0.00			
22	KSDK	10/27/12	10/27/12	News Channel 5 at 6P Sat	6-630P		:30				NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,575.00	0.00			
23	KSDK	10/28/12	10/28/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,575.00	0.00			
24	KSDK	10/23/12	10/29/12	630-7P Wheel of Fortune	630-7P		:30				NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$3,000.00	0.00			
25	KSDK	10/27/12	10/27/12	630-7P Wheel of Fortune Sat	630-7P		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$900.00	0.00			
26	KSDK	10/24/12	10/24/12	L&O	9-10P		:30				NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$3,400.00	0.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/22/12-10/28/12		L&O	9-10P	---W-----	:30		\$3,400.00	0.00	NM		
See MG 26.2													
2	KSDK	10/22/12-10/28/12		Chicago Fire	9-10P	---W-----	:30		\$3,400.00	0.00	NM		
Ⓜ MG for 26.1 10/24													
27	KSDK	10/25/12	10/25/12	OFFICE/PARKS AND REC	8-9P		:30				NM	1	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$3,150.00	0.00			
28	KSDK	10/26/12	10/26/12	DATELINE	9-10P		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$3,000.00	0.00			
29	KSDK	10/23/12	10/29/12	LN (M-F)	10-1035p		:30				NM	2	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$3,375.00	0.00			
30	KSDK	10/28/12	10/28/12	Post NFL Late News	Various		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,025.00	0.00			
31	KSDK	10/23/12	10/29/12	Tonight Show	1035-1137p		:30				NM	3	\$3,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$1,010.00	0.00			
32	KSDK	10/23/12	10/29/12	Late Night w/Jimmy Fallon	1135p-1235x		:30				NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$335.00	0.00			
33	KSDK	10/28/12	10/28/12	Football In America	6-715p		:30				NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$3,375.00	0.00			
N 34	KSDK	10/28/12	10/28/12	11-1130P Sports Plus 30	11-1130P		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,125.00	0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/22/12-10/28/12		11-1130P Sports Plus 30	11-1130P	-----Su	:30		\$1,125.00	0.00	NM		
See MG 34.2													
2	KSDK	10/22/12-10/28/12		1105-1130p SP PL Late Ed	1105-1130p	-----Su	:30		\$1,125.00	0.00	NM		
Ⓜ See MG 34.3													
3	KSDK	10/22/12-10/28/12		LN2 (Su)	1033p-11p	-----Su	:30		\$1,125.00	0.00	NM		
Ⓜ MG for 34.2 10/28													
35	KSDK	10/23/12	10/29/12	4-5A	4-5A		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$50.00	0.00			
Totals										0.00		62	\$87,220.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	46	\$65,635.00	\$55,789.75
10/29/12 - 10/29/12	16	\$21,585.00	\$18,347.25
Totals	62	\$87,220.00	\$74,137.00

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10/23/12 - 10/29/12	DCCC	1208

<u>Advertiser</u>	<u>Original Date / Revision</u>
Iss/ DCCC	09/10/12 / 09/10/12

Signature: _____ **Date:** _____

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